

► Expand your IT services through strategic outsourcing partnerships



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Until recently, it was the resellers' ability to provide IT services that was providing them with a differentiator over their competitors. However, even though services are still an important factor in securing today's business, the end user has become more savvy and is now drilling down to define specific factors within a service that are going to have an immediate positive impact on their business. At Comms-care we are seeing partners look beyond providing their clients with a traditional support contract. They are increasingly putting more emphasis on areas such as multi-level & guaranteed fix SLAs, multi-vendor/technology capabilities, extended geographical reach and the support of emerging technologies, which more often than not requires resellers to adopt the assistance of a specialist IT support services provider.

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By being more flexible and tuned into the exact needs of each and every individual customer resellers start to possess a value proposition that once again starts to differentiate themselves from their competitors. Even though resellers can expand their service offering through outsourcing the areas they struggle to support in-house, the end user relationship should always be retained by the reseller and not the outsourcing provider. This provides clarity to the end user, who still has a single point of contact but benefits from a much more comprehensive support infrastructure that an outsourcing provider such as Comms-care can provide.

Like all leading outsourcing providers Comms-care has formed strategic alliances with vendors, distributors and industry specialists to ensure we are at the forefront of IT support services from both a technology and business perspective. As an outsourcing provider of maintenance and IT services we invest a lot of resource in ensuring our support portfolio is relevant to the needs of the Channel and their end user community.

The key growth areas Comms-care has identified that resellers and their end users will require support assistance in over the next 12-24 months include: Mobile, Wireless & Remote Working; Unified Communications; Virtualisation, Storage and Data Centre; Cloud Computing & Software-as-a-Service (SaaS); e-identity & Security in the Cloud. By identifying these areas Comms-care can form a framework that dovetails into our partners'

businesses across the sales, marketing, service delivery and technical functions - enabling partners to remain flexible and responsive to the needs of their customers.

Finally, resellers need to ensure they do extensive due diligence when choosing a suitable IT service outsourcing partner. Some key areas to consider are; identify a 'Channel-only' partner who has a clearly defined indirect business model. Does the partner have the necessary vendor and industry certifications required to compete in your market? Are their services tried and tested? – ask for case studies and references. Is the partner's service offering complimenting your existing core business? Most of all, do you feel you can work closely with this partner on a day-to-day basis? Once these areas have been satisfied, only then can you feel if the partnership is the right fit and mutually beneficial for both parties. If so, the relationship should be both long term and rewarding adding real value to a resellers existing proposition.



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